

ANNIVERSARY DAY. ANNIVERSARY SALE. ANNIVERSARY JUBILEE. JONAS LONG'S SONS. ANNIVERSARY JUBILEE. ANNIVERSARY SALE. ANNIVERSARY DAY.

The Triumph of a Year of Honest Effort

Noble achievements, like the valiant deeds of war heroes, always merit recognition. One year ago tonight this Great Store opened its doors to the public. Further on we tell you of the success of the undertaking. Just now we want to impress you with the importance and vastness of our preparations for this first

Grand Anniversary and Jubilee Sale of Scranton's Greatest Store.

The Opening was an Event. The Anniversary is a Triumph. We crown it with all the glory and enthusiasm in our power, exhausting every resource for your pleasure and your profit.

The Big Anniversary Sale Is Now On.

Despite the tremendous crowd of last night, thousands of pleased and satisfied customers left the store bearing Christmas treasures. They enjoyed the music. They enjoyed the decorations, and from now on they will find new interest in this big and busy store. Truly merchandising is revealed in a new light.

Holiday Bargains Are Staring at You.

We confront you with solid facts and figures as to what you may expect. If months of careful preparation, thorough search of markets for "Honest Bargains" go by—you may be sure this will eclipse any sale ever conducted in this city and state.

The Story of the Store

Looking backward over three hundred and sixty-five days of business in Scranton.

Historically important—not as an anniversary, solely—but as a triumph of diligent effort.

The Great Store opened under auspicious circumstances. Time was ripe for it. The city and vicinage needed it like, Prophetic, yet true. Here was a trading community of two hundred thousand souls, with no general business befitting it.

The old Wyoming was the city's natural center; it was the hub around which all things revolved—the dial of the clock. How likely then that it be utilized for the pendulum of trade.

The city was young—is yet. Its people thrifty, ambitious, energetic. Natural advantages, above and below ground, to stimulate trade. Why, then, should not the Great Store be here—on this very corner?

You know (unless a new-comer) how the stately granite walls of the new replaced the landmark of the old, almost in a night. And you recall the opening—how it swayed your heart and ours with pride. The fathers and mothers thanked us for the store and bid it welcome. The little folks were dazed at its immensity. This, then, was a real store; to them there was none other like it—nor is there.

A Year of Ploughing

For a year now we've been tilling the soil. The monthly milestones have all marked progress. Measuring the steps of advance by what the store was one year ago, we have made long strides ahead—but the end is not yet.

We opened the store on a basis, broad and liberal. We gave the right of liberty to young and old—to come, see and enjoy—make yourself at home. We demanded courtesy from employees; civility and polite attention to everyone. Our policy has been to satisfy you on what you've bought, or else your money back—and cheerfully.

How far we have succeeded is best attested by our growth. The figures will interest you.

Four hundred employees come and go daily—to say nothing of the additional influx of holiday help.

Fourteen delivery wagons cover the city and objective points for miles around, bringing Elmhurst and Moscow as close to general commerce as Pittston and Forest City.

An average of twenty-eight tons of freight reaches The Great Store daily, and no less than one ton a day is shipped to out-of-town customers—to whom we prepay freight.

These are details—and facts. Comforting to us, you may be sure.

Reading between the lines, you will observe our thanks as due to you. Carefully prepared plans have matured to our benefit, and inured to yours. The success of the undertaking lay in your hands. The response has been noble and abundant.

We thank you. Of the year to come—more anon. Our best efforts of the past must be the common-place movements of the future. No ideal in merchandising can be too lofty or perfect. And dominant over all must reign three distinct purposes:

Honesty in Advertising. Correct Business Methods. Fair Treatment to All.

Miles and Miles of Silks and Dress Goods Are Here. We don't believe that under any other name in the whole state, outside of Philadelphia, are there harbored so many Dress Goods and Silks as there are here—yet the selling is constant and abundant. New lots pile in day after day—there's always something to interest you. There'll be less after this sale, for these prices were made to attract you and cause you to buy.



Lot 1—Large assortment of double-width plain and novelty dress goods; value \$1250. Anniversary Sale 5c

Lot 2—Large variety of Fancy Plaids and other novelty effects; value \$1000. Anniversary Sale 9 1/2c

Lot 3—1200 yards of 36-inch satin bar and mixed Wool Cheviots; waffle and corduroy effects; value \$500. Anniversary Sale 15c

Lot 4—400 yards of assorted dress material, including plain and decorated granite effects; all wool sackings; French cashmere and many other weaves; value \$200. Anniversary Sale 25c

Lot 5—In this lot we offer 24-inch all wool suitings, in all shades; also 46-inch Hymopinn; value \$150. Anniversary Sale 35c

Lot 6—50-inch all-wool, extra fine Imperial Serge; extra silk finish. Anniversary Sale 48c

Lot 7—The cream of dress fabrics—Plain Poppins, Pagurus, Cravenettes and Covertes; regular price \$150. Anniversary Sale 97c

Lot 8—400 yards of black Jaquard and other figured Hymopinn; value \$100. Anniversary Sale 19c

Lot 9—15 pieces of 46-inch all pure wool English Imperial Serge; in black only; value \$80. Anniversary Sale 39c

Lot 10—15 pieces of 46-inch extra fine double-warp India Twill Serge; value \$70. Anniversary Sale 49c

Lot 11—60 yards of very fine dress goods in black, including Poppin, Crepons, Storm Serges and other weaves at present in style; value \$150. Anniversary Sale 95c

Lot 12—200 yards of Silk and Satin, including Black Satin, Tulle, Black and Colored Ground Novelty; all new and stylish designs; value \$100. Anniversary Sale 49c

Lot 13—200 yards of High Grade Novelty Silks in Black and Colored Ground, including every possible weave; also Black Silks in every variety; value \$120. Anniversary Sale 75c

Lot 14—All the best Silks in new novelties—the cream of this season's choice. The styles are our newest and best, nothing favored; value \$120. Anniversary Sale 98c

Regular 49c A little enough Corsets price for a good Corset, we think you'll say—and it is. They come in either drab or white, all sizes, and are yours during the Anniversary Sale at..... **29c**

Some Novelties in Taffeta Silk Fancy Garters. Filled Edge Garters, with German silver buckles, ornamented with silk bows; put up in glass covered boxes. Anniversary Sale..... **21c**

Pure Silk Garters made of silk filled superfine quality elastic; pretty assortment of buckles; satin bow ornaments; put up in glass covered boxes. Anniversary Sale..... **45c**

Holiday Handkerchiefs As a souvenir of the Anniversary in our Handkerchief Department, we offer a handsome box containing three Pure Linen Women's Handkerchiefs, with embroidered and scalloped edges, that are positively worth 20c each. Anniversary Sale—the box..... **35c**

Women's pure linen, handsomely hand-embroidered initial—the stylish 12-inch hem—a full assortment of letters. Anniversary Sale..... **25c** each. (100000 Box at \$125)

Women's handsome embroidered and lace edged on sheer linen—large variety of patterns, the choicest in the lot is worth double what we ask. Anniversary Sale..... **21c**

Women's embroidered and lace edged on sheer linen—large variety of patterns; value up to 25c. Anniversary Sale..... **12 1/2c**

Women's printed borders, embroidered edges, lace edges, lace corners and embroidered corners; worth 10c. Anniversary Sale..... **5c**

Men's silk initial, handsomely embroidered; worth 75c. Anniversary Sale..... **\$2.50**

Men's silk initial, extra fine quality; full assortment of letters; worth 50c. Anniversary Sale..... **1.25**

Men's Jacquette fancy borders; looks like silk and wears like silk; worth 25c. Anniversary Sale..... **10c**

Men's and Women's fancy painted borders, face colors; worth 10c. Anniversary Sale..... **5c**

Children's silk initial, handsomely hand-embroidered; extra large size and heavy quality of silk; worth 10c. Anniversary Sale..... **98c**

Sterling Silver To enumerate them in an advertisement would be to catalogue a list that has no equal in this part



of the state. From the many here, we choose these for the Anniversary Sale:

Sterling silver Comb and Brush Set, guaranteed 925-1000 tin, out up in white silver; price \$2.50. Anniversary Sale..... **\$1.98**

Sterling Silver Manicure and Toilet Articles. Two and three-quarter inches long; sterling handles of entirely new design. These are Nail Files, Shon Buttons, Shoe Lifts, Tooth Brushes, Nail Brushes, Hotters, Cuticle, Lingerie Openers, etc. Were 75c. Anniversary Sale..... **49c**

Other Holiday Novelties. Glove and Handkerchief Boxes; made in the City; novel in design. Have been \$1.50 set. Anniversary Sale..... **98c**

Jaqueton Pin and Manicure Trays, blue and gilt decorations; 25c not 50c, but..... **39c**

Heavy embossed and silver plated Brush and Comb sets; price has been 80c. Anniversary Sale..... **69c**

Hand painted porcelain back (red and effect) Comb, Brush and Mirror, silver plated handles; were \$2.50 set. Anniversary Sale..... **\$1.50**

Dolls and Toys Four items at Little Prices. are mentioned here to attract you to the Toy Store. It will do your heart good to see the children enjoy the Show.

Dolls that are 2 1/2 in. long, dressed with fancy chemise, patent leather shoes, bowing hats, etc. Anniversary Sale..... **35c**

Dolls that are 1 1/2 in. long—of Hymopinn in military. Were 60c. Anniversary Sale..... **39c**

200 Wash Sets, consisting of Tub and Washboard. Anniversary Sale..... **16c**

Dolls Go-Carts; were 20c. Anniversary Sale..... **19c**

Shoes and Slippers A good judge of present giving says that one-tenth of all gifts consist of Shoes and Slippers. If that is so (and we have no reason to doubt it) you ought to find something interesting in the list here appended:

Women's \$100 Box Golf Lace, made in all the new styles of toe-wide fit to E. Anniversary Sale..... **\$2.20**

Women's Vel Kid Lace Shoes with straight cut leather tips, flexible and heavy soles, perfect fitting; value \$2.50. Anniversary Sale..... **\$1.69**

Women's Dongola Button and Lace Shoes in six styles, heel and spring leather soles. Anniversary Sale..... **\$1.97c**

Men's Chambray Embroidered Slippers, \$1.00 quality. Anniversary Sale..... **74c**

Men's Velvet Silk Embroidered Slippers, value 90c. Anniversary Sale..... **69c**

Men's Pobble Goat Slippers; regular price 70c. Anniversary Sale..... **49c**

Men's Tan and Black Vel Kid Romeo Slippers, hand turned soles; sold everywhere at \$2.00. Anniversary Sale..... **\$1.45**

Men's finest Vel Kid Opera and Excelsior Slippers, lined with white lamb's wool. Anniversary Sale..... **\$1.45**

Women's Jersey Leggings, \$1.25. Anniversary Sale..... **98c**

Men's \$2.00 Tan Goat Excelsior Leggings. Anniversary Sale..... **\$1.23**

Boys' \$1.50 Felt Lace Shoes; sold leather. Anniversary Sale..... **99c**

Boys' \$1.50 Felt Lace Shoes; sold leather. Anniversary Sale..... **99c**

Women's Fine, Red and Black Satin Slippers, lined with horse hair. Anniversary Sale..... **\$1.48**

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Women's Fine, Red and Black Satin Slippers, lined with horse hair. Anniversary Sale..... **\$1.48**

Lowest Prices Ever Known for Books of Every Description. "Your Books are the lowest priced in town," say everybody. That statement naturally calls for no further reduction in prices—yet the Anniversary Sale means cut, cut, cut. So here goes for one week—and not a store in America can match these prices.

Oliver Optics Famous Books— Blue and Grey (6 vols.)..... **44.50** Now \$29.50
All Over the World (4 vols.)..... **40.00** Now \$25.00
Army and Navy (6 vols.)..... **6.95** Now \$4.50
Best Bullies (6 vols.)..... **6.95** Now \$4.50
Sherry Flag (6 vols.)..... **6.95** Now \$4.50
Yacht Club (6 vols.)..... **6.95** Now \$4.50

Sophie May's Books for Girls— Dottie Dimple (6 vols.)..... **44.50** Now \$29.50
Lottie Dimple (6 vols.)..... **44.50** Now \$29.50
Flaxie Prizelle (6 vols.)..... **44.50** Now \$29.50
Little Playaway (6 vols.)..... **44.50** Now \$29.50

Pansy Books for Girls— The handsome edition, including all of the "Copyright" stories; published at 1.50. Anniversary Sale..... **88c**

Augusta Evans' Works— (The Only Edition Published.) Steno..... **1.25** Now \$1.25
Inflow..... **1.25** Now \$1.25
Veshti..... **1.25** Now \$1.25
Boulah..... **1.25** Now \$1.25
Therian..... **1.25** Now \$1.25

Elsie Books for Girls— By Martha Finley—handsomely bound. A new one, "The Handsome Boy," just issued. Published at 1.25. Anniversary Sale..... **74c**

Alger Series for Boys— In this series are books by Horatio Alger, Edward S. Ellis, Harry Prentice, Frank Converse and James Gals. Published at 1.00. Anniversary Sale..... **57c**

Women's Skirts A hand-some line of Petticoats, in petticoats in pretty shaded effects, of good quality satin; deep um-

brella blouse with seven rows of cord; regularly \$6.98. Anniversary Sale..... **4.49**

Very pretty Flannel Skirts, with deep ruffle edged with fur; 24-inch lace. Anniversary Sale..... **39c**

Handsome quilted Saten Skirts. Anniversary Sale..... **89c**

Single-breasted Overcoats in blue or grey, all-wool heavy, made with velvet collars and well-lined. A bargain at \$5.00. Anniversary Sale..... **\$4.98**

Single-breasted Overcoats, in blue, black or brown, full length, velvet collars, and lined throughout with best double warp Italian cloth. A bargain at two dollars. Anniversary Sale..... **5.98**

Double-breasted Storm Coats, regular winter style with deep collars, storm tab and slanting pockets on chest. A bargain at \$10. Anniversary Sale..... **7.18**

Furnishings Puffs, Tecks, for Men Bows and Imperial—the equal of any 50c neckwear. Anniversary Sale..... **25c**

Men's Percale Shirts in new stripes and neat patterns made by the best shirt makers; perfect in fit, with cuffs to match. You'll not find their equal for less than 50c. Anniversary Sale..... **50c**

Men's Flannel-Lined Underwear, cut full size and trimmed with pearl buttons. You've paid 50 cents and had no better value. Anniversary Sale..... **45c**

Men's Unlaundered White Shirts, with pure linen bosoms; bodice made of New York Mills and Warp-suita Muslin; all sleeve lengths; long and short bosoms—equal to any unlaundered shirt sold at 50c. Anniversary Sale..... **45c**

Fancy Cushions Hand-Painted at Little Prices. 7 Cushions square, with pretty silk ruffles; were 60c. Anniversary Sale..... **49c**

Large size hand-painted Cushions, with silk and lace ruffles; many pretty designs; were 90c. Anniversary Sale..... **79c**

A Lot of Good Things to Interest You in the Basement. First of all come Toilet Sets. They're moulded from American Porcelain, decorated in two colors—pearl and brown. There's a wash bowl and pitcher, covered chamber, soap dish and rug; ordinarily you'd pay \$2.25 for this set. During the Anniversary Sale..... **\$1.19**

Open stock Dinner Ware, made of the best English Porcelain, decorated in brown: Cups and Saucers, 10c. each. Plates from 5c. to 40c. Sugar Dishes, 20c. Pitchers, 15c. to 35c. Covered Dishes, 25c. Sugar Bowls, 45c. Gravy Boats, 25c.

The New Rochester Lamp—a Christmas gift to make artificial sunshine. Nickel plated, with delicate decorated shade. Ordinarily sold at \$2.75. Anniversary Sale..... **\$1.69**

A lot of China Novelties consisting of Cups and Saucers, Pin Trays, Bowls, Ash Trays, Salvo Boxes, Match Boxes, Vases, Cream Pitchers, etc. Were 10c. Anniversary Sale..... **10c**

A New Suit He'll appreciate For the Boy. the sled and the drum and the other things—but best of all, the new suit. How he'll strut around in it all Christmas Day. Choosing here is easy where assortment is always at the best.

Navy Woolen Knee Pants, all sizes 4 to 15, well made of a good strong wearing material; regular price, 60c. Anniversary Sale..... **21c**

Boys Reefer Overcoats; some have deep sailor collars, some have the best kersey and chinclillas; a few coats of each of 7 different cloths none ever sold before under \$3.98, many for \$5.00. Anniversary Sale..... **\$2.25**

24 Boys' Woolen Caps; most of them have bands to pull over the ears; regular 50c. kind. Anniversary Sale..... **18c**

Overcoats for Well-dressed Men at Half Price. like these overcoats of ours, because of their style and finish—equal to the best tailor-made—and prices take a drop for this Sale.

Single-breasted Overcoats in blue or grey, all-wool heavy, made with velvet collars and well-lined. A bargain at \$5.00. Anniversary Sale..... **\$4.98**

Single-breasted Overcoats, in blue, black or brown, full length, velvet collars, and lined throughout with best double warp Italian cloth. A bargain at two dollars. Anniversary Sale..... **5.98**

Double-breasted Storm Coats, regular winter style with deep collars, storm tab and slanting pockets on chest. A bargain at \$10. Anniversary Sale..... **7.18**

Women's and Cold weather Children's Underwear. best evidence of this underwear store's goodness. Some few of the Anniversary Sale things are mentioned here:

Children's Ribbed Fleece Lined Vests. Anniversary Sale..... **10c**

Women's Heavy Fleece Lined Vests; regular 50c. quality. Anniversary Sale..... **19c**

Women's Natural Wool Underwear; regular 50c. quality. Anniversary Sale..... **35c**

Children's Combination Suits in all sizes. Anniversary Sale..... **25c**

Good Groceries 7 the Pork Loins..... 60c
California Hams..... 6c
Jonas Long's oat..... \$1.19
Four lbs..... 10c
Best Lemon Pie and 10 on 1b..... 11c
Hand-Made French..... 8c
Cream Crackers, 5 lbs for..... 25c
Table - 1st class, 1b..... 10c

Women's and Men's Hosiery. Bargains here that should crowd the department during the run of the sale. When you come to know our Hosiery better—you'll appreciate the extra effort we make to give you unprecedented value for your money.

Men's Seamless Natural Wool Hose Anniversary Sale..... **10c** Worth double.

Men's Seamless Fast Back Hose with double toes and heel; worth 15c. pair. Anniversary Sale..... **8c**

Children's Double Knee Seamless Fine Ribbed Hose; regular 15c. value. Anniversary Sale..... **9c**

Men's Heavy Home-made Wool Socks; worth 10c. Anniversary Sale..... **23c**

Women's Fancy Hose in Lisle Thread—fancy drop stitch plaids and stripes. Anniversary Sale..... **39c**

Women's Black Seamless Wool Hose. Anniversary Sale..... **15c**

Bargains in Silverware. Never anything better for a gift—no matter how much you look—than something for the table, in silver. The assortment here is at its best—many little things to be picked up, at prices that will surprise you—besides these:

1847 Rogers Bros. 12 dwt. Knives and Forks; knives plated on finest crucible steel, forks 18 per cent. nickel silver; every set guaranteed; regular price \$20.00 set of 6. Anniversary Sale..... **\$1.38**

China's Caps—Finest quadruple-plated, satin finish hand-engraved; gold-lined; regular price, \$2.25. Anniversary Sale..... **89c**

Children's Sets—Triple-plated Knife, Fork and Spoon, latest pattern, copied from sterling silver patterns; each set in box; regular price, 50c. Anniversary Sale..... **48c**

A Picture to Brighten the Wall. There are Pictures here designed for every room in the house and at all prices. But during this sale you'll be interested most of all in these:

A special lot of colored and plain Medallions; usual price, 25c. Anniversary Sale..... **18c**

A special lot of round Medallions; usual price 20c. Anniversary Sale..... **22c**

A special lot of Pastels—Pastel-also Proof Etchings, framed in 4-inch gilt, oak and white; 2500; Price \$1.75. Anniversary Sale..... **98c**

Reproduction of choice subjects, water color, with gilt frame, matted and heavy gold burnished corners; size 16x20 and worth \$3.98. Anniversary Sale..... **\$2.57**

For this sale only, Crayon Portraits, size 16x20; heavy gilt frame and they furnish the best class of work fully guaranteed at much lower prices than similar work can be procured elsewhere. Anniversary Sale..... **4.00**

We make a specialty of framing pictures; get here as soon as produced.